IN THE CLAIMS

What is claimed is:

1. A system for marketing digital content on a personal computer, comprising:

communications means for communicating over a communications medium;

client means for:

storing at the personal computer an inventory of assets which are instances of the digital content, wherein each said asset is protected from unauthorized use by a digital wrapper requiring at least one key for unwrapping,

displaying on the personal computer information about said inventory,

accepting from a user of the personal computer a selection representing a particular said asset,

transmitting money representing payment for said selection and an identifier associated with said selection, via said communications means,

receiving all said keys required for unwrapping said selection, via said communications means, and

unwrapping said digital wrapper protecting said selection; and

clearing house means for:

receiving said money and said identifier from the personal computer, via said communications means, and

transmitting one said key associated with said selection back to the personal computer.

2. The system of claim 1, further comprising:

master server means for:

receiving said one said key as a first said key, via said communications means; and

transmitting a second said key back to the personal computer, wherein both said first said key and said second said key are together required to unwrap said digital wrapper protecting said selection.

1   3.   The system of claim 2, wherein said master server means is further for transmitting

2   updates to said information about said assets and to said inventory of said assets to the

3   personal computer.

1   4.   The system of claim 3, wherein:

2   said client means is further for:

3   creating a user profile based upon said user's inputs on the personal

4   computer, and

5   transmitting said user profile and a unique indicia to said master server

6   means; and

7   said master server means is further for tailoring said updates based upon said

8   user profile.

1   5.   The system of claim 1, wherein said communication medium is a member of the set

2   consisting of telephone systems, local area networks, and wide area networks.

1   6.   The system of claim 1, wherein said communication medium is the internet.

1   7.   The system of claim 1, wherein said client means stores said inventory in a storage

2   means which includes at least one member of the set consisting of hard drives and removable

3   media systems

1   8.   The system of claim 7, wherein said storage means includes a said removable media

2   system and said removable media system is a member of the set consisting of CD drives,

3   DVD drives, and magnetic tape drives.

1   9.   The system of claim 7, wherein said storage means includes a said hard drive and a

2   sector steal scheme is used in said digital wrappers protecting said assets.

1   10.   The system of claim 7, wherein:

2   said storage means includes a pre-stored and substantially unique indicia; and

3   at least one said key is coded to work only with said unique indicia, so that a

4   said key issued to unwrap a said asset on a particular said storage means may not also

5   be used to unwrap a same said asset present on a different said storage means.

1   11.   The system of claim 1, wherein said digital wrapper employs a member of the set
2   consisting of key-required-activation and key-required-decryption.

1   12.   A method for marketing digital content on a personal computer, comprising the steps
2   of:
3   a)   providing on the personal computer a pre-stored inventory containing a
4   plurality of assets, wherein said assets are instances of the digital content and are
5   protected from unauthorized use by a digital wrapper requiring at least one key for
6   unwrapping;
7   b)   displaying on the personal computer information about said inventory;
8   c)   accepting from a user of the personal computer a selection representing a
9   particular said asset;
10   d)   transmitting money representing payment for said selection and an identifier
11   associated with said selection from the personal computer to a clearing house, via a
12   communications system;
13   e)   receiving at least one key associated with said selection at the personal
14   computer; and
15   f)   unwrapping said digital wrapper protecting said selection using all said keys
16   required for said selection.

1   13.   The method of claim 12, wherein:
2   step (e) includes the sub-steps of:
3   1)   receiving at the personal computer a first said key from said clearing
4   house;
5   2)   transmitting from the personal computer said first said key to a master
6   server, via said communications system; and
7   3)   receiving back at the personal computer a second said key from said
8   master server.

1 14. The method claim 12, wherein step (b) through step (f) are performed using a
2 graphical user interface presents said assets metaphorically as merchandise and units of
3 service in aisles of stores.

1 15. The method of claim 12, wherein said graphical user interface further presents said
2 stores metaphorically as a member of the set consisting of villages, town squares, shopping
3 centers, and malls.

1 16. A client for marketing digital content on a personal computer, comprising:
2   an infrastructure engine including a user interface and a communications
3   interface;
4   an inventory including a plurality of assets which are each instances of the
5   digital content, wherein each said asset is protected from unauthorized use by a digital
6   wrapper requiring at least one key for unwrapping; and
7   storage means for containing said infrastructure engine and said inventory.

1 17. The client of claim 16, wherein said user interface graphically presents metaphorical
2 stores in which said inventory is represented as merchandise and units of service in aisles.

1 18. The client of claim 17, wherein said user interface further graphically presents said
2 stores as a metaphorical member of the set consisting of villages, town squares, shopping
3 centers, and malls.

1 19. The client of claim 16, wherein said communications interface operates with at least
2 one member of the set consisting of telephone systems, local area networks, and wide area
3 networks.

1 20. The client of claim 16, wherein said communications interface operates with the
2 internet.

1 21. The client of claim 16, wherein said inventory is stored in said storage means in a
2 hard drive and said digital wrapper uses a sector steal scheme.

1   22.   The client of claim 16, wherein said inventory is stored in said storage means in a

2   removable media system and said digital wrapper uses a member of the set consisting of key-

3   required-activation and key-required-decryption.

1   23.   The client of claim 16, wherein said inventory is stored in said storage means in a

2   removable media system which uses a member of the set consisting of CD's, DVD's, and

3   magnetic tape.

1   24.   The system of claim 16, wherein:

2   said storage means includes a pre-stored and substantially unique indicia; and

3   at least one said key is coded to work only with said unique indicia, so that a

4   said key issued to unwrap a said asset on a particular said storage means may not also

5   be used to unwrap a same said asset present on a different said storage means.

1   25.   The client of claim 16, wherein said digital wrapper requires at least two said keys, so

2   that multiple parties may each respectively and selectively control unwrapping of said assets.